



APRIL 1934

Plain
Tells

THE PRESIDENT'S MESSAGE

For more than four years now, we have been hunting a certain corner which, when turned, would disclose to view beautiful pastures of contentment and prosperity. At first, we thought this corner just a short stroll, but since, we have been tragically reminded that instead it was a long painful skid.

Generally speaking, business has just about reached that corner—hardly a doubt about it. But alas, we learn that before we attain the place of our dreams, we still have to climb back over the trail we skidded down. The fact that we have turned, however, gives us some cheer. Now we may look for improvements, slight though they be, instead of having to fight a rear guard action to repulse deficits biting at our heels. A fellow can put a different kind of spirit and enthusiasm in this new phase of the war. We may now look forward to the next two or three years with a certain degree of confidence, chins up, full speed ahead toward larger accomplishments, and in one course larger rewards for our efforts.

Let me right here pay a tribute to this whole organization for the renewed confidence that it has already shown in the Company's progress. The increasing number of electric ranges, refrigerators and water heaters which employees are purchasing is visible evidence to the whole world that they believe in the service they sell. This wide use of major appliances by Gulf States families is bound to catch hold of friends and neighbors until before we realize it, the "all electric kitchen" will be the rule rather than the exception.

There is hardly a family that does not now own an electric refrigerator but hopes some day soon to have one. The appliance has almost the public acceptance of the automobile and radio. The electric range is rapidly coming to that point. Satisfied users, meaning all who are users, are telling and selling their friends. Soon the electric water heater will follow along the same trail.

It is a satisfaction to have this ever increasing use of these appliances as a testimonial that electricity is economical as well as convenient and efficient for all home uses.

Tom DeWalker



IF YOU'RE GUYS and YOU'RE GALS
FIND IT HARD TO GET IN TO SEE THE
TREASURER -- BLAME IT ON SPRING
and THE FACT THAT PLANS FOR THE
ANNUAL GOLF TOURNAMENT ARE UNDERWAY
Expect News Soon

BEAUMONT DIVISION

Distribution Dept.

Johnny Wakefield, recovering from an infected foot, will soon be able to resume his duties in Woodville*** The H. E. Braunigs chaperoned their daughter, Bess Frances, at Cotton Carnival, A. & M. College. Bess Frances was duchess from Beaumont A. & M. Club*** Mr. Faber gave an interesting discussion on "Corporation Finance" before Engineers Club recently*** H. E. Braunig attended the reunion of his class at College Station recently*** R.M.Craig of Conroe, formerly of this department, paid us a visit Saturday, Apr. 14*** Mrs. W. V. Holik made a brief trip to New Orleans recently*** Joe Dugan has been "loaned" to the Lake Charles Division to test primary meters*** F. W. Jones, L. W. Longnick, and H. E. Mortimer attended the Rice Engineering Show in Houston April 13-14*** Born to the Rogers Reeds, Rogers Fullerton Reed II, on March 1*** T. E. Green and line crews spent several days rebuilding Pennsylvania Shipyards distribution lines*** Izene Rouse motored over to Louisiana, admiring azaleas, recently*** A. E. Beattie is sporting a new Chevrolet.

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Accounting Dept.

H. C. Davidson has been transferred from the Construction Clerk's desk to the Statistics Dept.*** We wish Lourah Mae Bell, who left the Company on April 6, much happiness in her new duties as a housewife*** Juanita Hogan, believing in the effect of charms, has appropriated Lourah Mae's desk for her use, and we fear that her contemplation of the fatal step might thus be possible of realization too soon*** We are pleased to welcome E. V. Folsom, Jr., as cashier and W. P. Richardson as clerk*** We regret to announce the resignation of Laura Burnitt. Laura recently underwent an operation for appendicitis at Temple, Texas.

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EXPRESSIONS OF L.L. HIRSCH AT
ACCT. DEPT. AND PROB. DEPT GAME
ON WHICH HE HAD MADE A BET

				
INNING	1	2	3	4
				SCORE PROB. 3 ACCT. 10
INNING	5	6	7	

Production Dept.

We were grieved to learn of the death of Mr. Olaf Jacobson, father of Mrs. L.L. Hirsch, on April 1, and extend our sincerest sympathy to Mrs. Hirsch and family***H.J. Ripple and Miss Hazel Vantresse were married on April 7. We extend our heartiest congratulations*** Production Dept. is living up to its name. Evidence: born to the R.H. Lawtons, R.H. Jr.; the C.O'Briens, Rose Marie; the W. Spences, Dale William; the R.F. Clarks, William Walter.***Ralph Tucker recently



launched the sail boat which he has been working on for so long a time. It's a darn neat looking craft, too***Most of the Neches Station maintenance crew recently spent one week in Jasper overhauling the No. 4 oil engine unit in that plant***We extend our sincerest sympathy to Mr. and Mrs. S.E. Moore upon the loss of their young son, "Sonny

Boy", on March 31.

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Orange

Our ice delivery equipment has been increased by one new Ford and one Chevrolet truck*** Ice vault and platform equipment have been put in shape for the coming ice season***The Company dance in Beaumont was enjoyed by the George Wests, R.T. Wright, Belle Carter, and Brad McMaster ***The Delage family spent a few days in Baton Rouge during Mr. Delage's time off***Johnnie McCoppin has moved to a new location on Tenth St.***Parker and Tom Rogers (Sabine Supply Co.) defeated A.G. Thomas and Bobby Roach in the tennis finals of the local tennis tournament*** Parker is at last satisfied with his new Ford V-8.

G.S.U. VOLLEY BALLERS WIN CHAMPIONSHIP

Monday night April 23, Gulf States Volley Ball Team defeated the Y-Builders team, winning the City Championship.

Members of Company team are: J.M. DeBouy, N.J. Ambrose, A.G. Fontana, Benny Stagg, F.F. Johnson, H.P. Robichau, Harry Rafferty, and Andy Poulson.

LOUISIANA DIVISION

Lake Charles

A going away party was given for the T.M. Keillers at the Lake Charles Country Club, Friday evening, April 6. Luncheon was served to about 75 Gulf States employees. The main attraction was an amusing skit, put on by members of the Distribution Dept., portraying Tommy after he arrived in El Paso to take over the duties of Supt. of Transmission and Distribution. During the skit he was presented with a beautiful set of golf clubs** Saturday morning, members of the Transmission-Distribution Department gave Tommy a farewell party in Mr. Jernigan's office, presenting him with a Gold Star for being one of the best "Please Do" writers in the Department** A playlet, entitled "Charge It", was presented by Lake Charles employees at the convention of the Credit Association held in Lake Charles on April 16. The following employees took part: A. J. Dubus, Ruth Landry, A. T. Caldwell, May Thomson, L. J. Haxthausen, Virginia Rock, Eula Burgess, Estelle Bulloch, C. J. Lloyd, and Russell Dunn** Thanks to the help of "Conventionaire Andy" Caldwell, the La. Retail Credit

Men's convention held in Lake Charles Monday and Tuesday will go down in the annals of the association as an outstanding and never-to-be forgotten success** Mecurochrome has been much in evidence in the Acct. Dept. lately, to say nothing of stiff knees, limps, etc., since the boys fell to and helped Skipper Welsh overhaul his motor boat. It has even been rumored that damage suits are pending against the Skipper** Louis Haxthausen has been seen using a cane of late, which may or may not be the result of boat overhauling** Apparently, horse



racers are a great cure-all. Joe Austin seems to be 100% again since he travelled to the Coffey Clinic at Fort Worth, where Dr. Coffey took him to the races** C. F. Contois, Asst. Supt. of Sales, Lake Charles Division stole a march on all of us and quietly (but nervously) walked to the altar of the Methodist Church in Lafayette, La., March

15, and married Mrs. Pooky Vidrine Shea. Mr. & Mrs. D. W. Reeves and a few intimate friends of the bride were the only attendants. After the ceremony Mr. & Mrs. Contois left on a motor trip to Mexico*** salesmen are exerting every effort to more than double the bogey. April appears to be a banner month. More power to 'em!

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Jennings

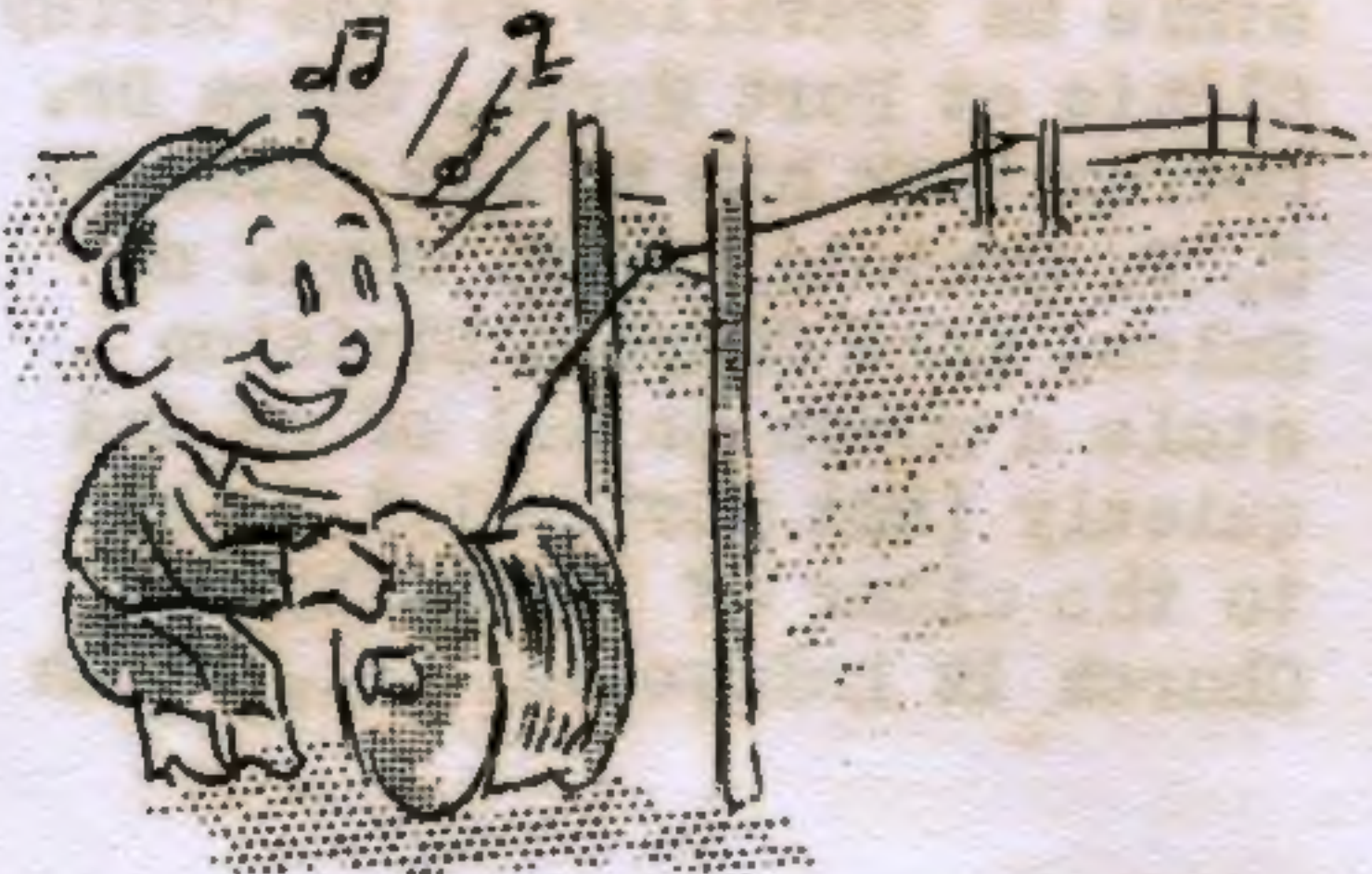
Considerable improvement was made in the lighting of the Jennings office by the addition of new lighting units and respacing of old units*** R. E. Meisner and Jack Chatelain attended the Retail Men's Credit Association Convention in Lake Charles*** Considerable progress is being made in lining up our customers for the 1934 rice irrigation season. Prospects for higher rice prices have caused considerable increase in the number of irrigation customers over the past two years*** The construction

crew is very happy these days. At present the crew is working on one extension of our lines to serve a new irrigation plant, and three other lines are to be built *** The many friends of the Forester Simonsons regretted to see them move to Lake Charles where Forester has taken up his new duties as Load Dispatcher*** William Thompson of Lake Charles, single and handsome, has been transferred to Jennings to replace the vacancy made by Simonson's transfer. We welcome "Bill" into our family and sincerely hope that the fluttering hearts of the Jennings lassies will soon be normal again. It is rumored he is mortgaged property*** Lou Mouton made a weekend shopping trip to New Orleans*** The Jack Chatelains visited friends and relatives in New Orleans recently.

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Elton

The Elton Division is looking forward to a very busy summer, handling the largest number of irrigation plants on our lines*** Merchandise sales so far this year have been better than ever before. Mr. Stokes has practically made his bogey for the year*** Mr. Clark, service man in the Elton territory, is helping the Jennings construction crew construct new irrigation lines during the rush period.



NAVASOTA DIVISION

Navasota

Miss Frances Herbst joined the Navasota Division Office force on March 5, filling the place formerly held by Mrs. G. E. Madeley*** Born to the F. W. Merrills, Elizabeth Preston on March 14*** Operators in the Huntsville plant have been enjoying a seige of measles*** For tips on winning horses at Epson Downs, see Agnes Jameson*** Selma Schow has conducted four cooking schools recently and we hear of several more to be held in the very near future*** Ernest Figari is still figuring in the local headlines with his work in the Boy Scouts and Junior Chamber of Commerce*** Week End Trips: Frances Herbst to Sour Lake*** Agnes Jameson to Beaumont and Lake Charles*** Ernest Figari to Beaumont and you guess the rest*** Jack Jett to Sour Lake and Beaumont*** C. A. Brann, Manager of the Electric Light & Power Company of Abington and Rockland, visited the Navasota Division office on April 13.

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Huntsville

Huntsville employees suffered a loss in the death of Mr. C. W. James on April 11. Mr. James had been Chief Engineer at the Huntsville Ice Plant for many years***

Selma Schow spent several days in Huntsville recently preparing for cooking school to be held here the first of May. The school, sponsored by Huntsville Item, promises to be one of the best ever held here.

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Bryan

Charley Shrigley made a complete audit of Bryan Ice accounts during February, and acted as superintendent until Mr. Ely took charge*** We entered a float with decorated ice in a "Style Parade" here on March 16. Outside comment assured us that it was one of the best entrants in the parade*** The H.R. Weaver family spent weekend of April 7 in Beaumont.

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Caldwell

Anticipating a greater volume of business than in the past two years, Hubert Burns has his ice equipment ready for the ice season*** Come up'n see the blue bonnets sometime. They're in full bloom now.

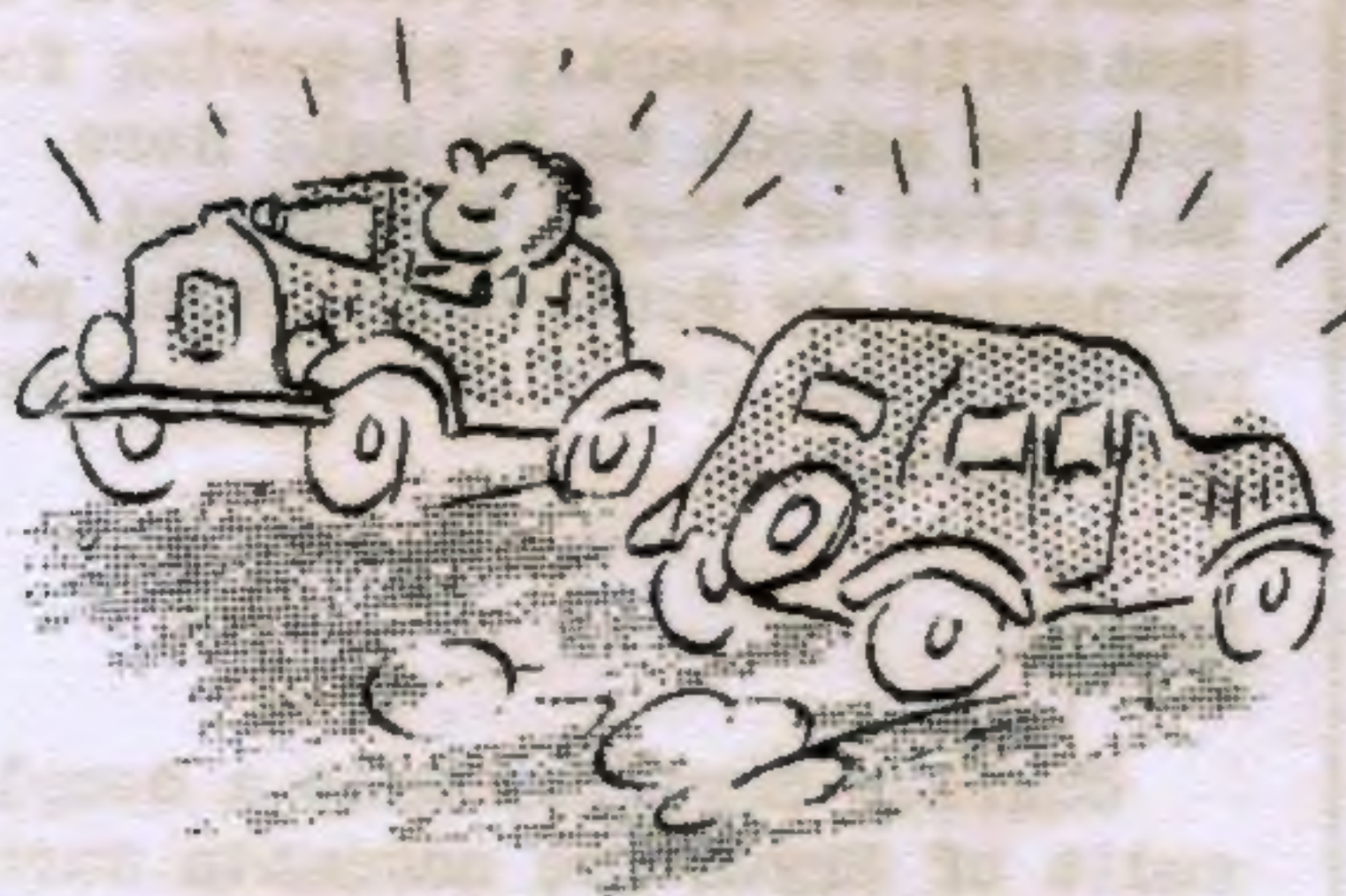
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Alvin

We regret losing Supt. Carlton Ely, transferred to Bryan, and hope that he will enjoy his new home and prosper in his new work.

Conroe

The S. R. Herefords are the proud owners of a new Pontiac.



The R. C. Wakefields are displaying a new Dodge. Looks like times are getting better!*** Matt Craig was a Beaumont and Louisiana visitor April 14.*** We are keeping C. M. Fleming, Chief Engineer, chained in the plant since Crawfish season has opened in Louisiana.*** Merchandise sales in the Conroe-Cleveland district have been very good. During the first quarter of this year we sold 5 ranges, 11 G.E.'s, 3 water heaters, and rented 9 ranges. We are well ahead of our bogey *** The

Humble Oil & Refining Co.'s new plant has begun operation, employing about 100 men. Mr. Bradley, Dist. Supt., says that it is the only plant of its type in the State *** At this time we have about 750 producing wells here. A few of the wells located on the edge of the field will soon be put on the beam because of reduced gas pressure.*** We are glad to see summertime come as Mr. Sadler enjoys sitting in the sunshine. It peeps him up and he works better *** The City of Conroe has under construction 8 blocks of paving - a CWA project.*** At present we are selling about 6 tons of ice per day. This is considerably under sales for the same time last year, but is about twice the amount sold two years ago at the corresponding period *** Matt Craig has a new name - Mr. "Fuse" Craig*** Red Boswell has settled back down to work after an unlucky cock fighting season*** S. R. Hereford has been elected Pres. of the School Board and Vice Pres. of the Rotary Club.

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PORT ARTHUR DIVISION

Commercial Dept.

During the months of February and March, we sold a total of 68 electric ranges. It looks like old man depression has been licked at last*** 219 prospective

range buyers attended our cooking school on March 21 and 22, at the Department Club*** Joe Hatley entertained (on bonus money) Commercial Dept. employees at his residence Tuesday nite, April 10, with a Mexican dinner.

Ice Department

Good luck to R. L. Weaver, route foreman, who has resigned to become a farmer in Hico, Texas
*** John Curry, Sidney Gregg,



Eddin Vaughan, Wade Barbin, Louis Decuir, Tom Loupe, and M. Gautreaux, winners in the annual "baseball" ice coupon book sales contest, attended opening game in Beaumont. About 100 coupon books were sold during the contest*** We are glad to have Bernice Trahan back with us after a month's absence due to illness. During Bernice's absence, Mrs. Frank Smith worked the switchboard*** Henry Smith, former asst. cashier, has taken over Wendell Dunham's duties*** Arsey Borne will take over the duties of asst. cashier and Sidney Hebert will be the new collector. We are also glad to welcome Forest Elkins, our new

bill deliverer*** Frances Trotti, elected president of Port Arthur Business & Professional Women's Club, will take office May 1.

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Distribution Dept.

Vacation: M. R. Kunitz to Fort Sam Houston for reserve officer duty*** Returning to Port Arthur from Nederland via bus, H. P. Brock "treed" a fox squirrel on a transmission pole. Lee Hyatt and Y. L. Hughes, hearing Brock's baying, went out and "bagged the game". Rumor has it that the squirrel was a pet be-



longing to a nearby farmer*** K. P. Brock attended the annual meeting of A. & M. ex-students at College Station, April 14-15 *** Lee Hyatt's brother, Tom, and wife, of DeQuincy, La., visited him, April 7-8*** G.H. Hawkins, Meter Dept., is riding

around in a 1933 model Chevrolet sedan. Just another indication that the depression is over!*** The following employees of the Distribution Dept. have enrolled in the Red Cross First Aid course: G. H. Hawkins, G. P. Fillingame, A. McMillian, E. Rauschenberg, L. Homuth, C. E. McMillian, Roy

E. T. E. NOTES

C. A. Boyd has been made Asst. Supt. of Transportation in Port Arthur Div., succeeding J. H. Ward, resigned*** W. J. Hebert,



Port Arthur, and I. H. Ferguson, Beaumont, are our addition to the 5-star hall of fame*** The Beaumont Div. has two new operators—Harry Hickman and Arthur Jones*** Beaumont Operator W.B. Waters resigned April 14 to accept other employment*** Mrs. Kirby Jones was off duty one week recently on account of illness*** J.E. Williams is doing temporary work in the Port Arthur Garage during overhauling period.

Robinson, R. D. McMillian, B. W. Matulik, C. H. Drake, B. W. Wilkes, L. L. McClelland, T. M. McNeil, Joe Prejean, J. D. Jordan, E. L. Hegwood, and F. M. Peveto. The class meets each Monday nite in the Red Cross Hut at Sixth and Dallas. Mr. Hastings, Telephone Co., is instructor.

TRANSFERS

A. B. Wilson from Somerville to Cleveland; Ike Daniel from Cleveland to Alvin; Carlton Ely from Alvin to Bryan, succeeding J. H. Watkins, resigned; T. A. Sandige from Nava-sota to Huntsville; Lewis Leng-nick from Beaumont to Port Ar-thur; Victor Gayle from Caldwell to Somerville; Wendell Dunham from Port Arthur to Alvin; Geo. Minton from Port Arthur to Cald-well.

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..... PLAIN TALKS is published by and for employces of Eastern Texas Electric Co. and Gulf States Ut-ilities Co. as a medium for a better appreciation of our res-ponsibilities to each other and the public.

P.E. McChesney, Advisor, K.E. Sutton, Editor, Frank Dyke, Asso-ciate Editor, Jack Gammage, Art Editor. Vo.13-No.8 April, 1934.

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"When it's a hundred in the shade and you want ice in the trays...you'll be glad your refrigerator is ELECTRIC!" The big "push" is on. Electric refrigerator dealers have lined up their sales organizations for the biggest year in refrigeration history. You can help make this a banner year by talking the advantages of ELECTRIC refrigeration at every opportunity. And where the first step toward an all-electric kitchen has already been taken, don't pass up an opportunity of saying a good word for electric cookery, the second step.

THE NEW DEAL

A smiling face, a loving heart,
Is in there fighting for our part.
Join in and give a helping hand,
Let's make this again the glory land.

Let's fight in peace as well as in war
And accomplish the things we're fighting for.
Fall in line, brother, with his appeal,
Let's help him put over this great New Deal.

What are we fighting for, did you say?
For Franklin D., and the NRA!
God loves all things in the rightful way,
He will be our guide day by day.

His picture should be hanging on everyone's wall,
His loving countenance should be known to all;
It would make you feel nearer a loving friend,
And I'm sure you will be with him to the end.

There's no other power, save God's alone,
Has sent him here these things to atone.
Let's send out a prayer for him each day,
And ask the Lord to let him stay.

It's a shame, dear friends, for a country like ours,
To go to corruption like a flower without showers.
So come on, boys, get down to the wheel;
Let's help him put over this great New Deal.

C. H. Drake
Port Arthur Distribution Department.
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